



Working with the Media to Address Discrimination and Stigma

November 12, 2003



www.adscenter.org



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(Moderator for this call is Shannon Flanagan.)





This teleconference is sponsored by the Resource Center to Address Discrimination and Stigma (ADS Center).

The ADS Center is a program of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services.

The ADS Center helps people design, implement and operate programs that reduce discrimination and stigma associated with mental illnesses.



Speakers



Thomas Bornemann, Ed.D., M.S.W.,
Director, The Carter Center Mental Health
Program

Lea Ann Browning-McNee, Senior Vice
President, Public Affairs and Community
Development, National Mental Health
Association (NMHA)

Bob Carolla, NAMI Communications
Director

The Rosalynn Carter Fellowships for Mental Health Journalism: Fellowship Goals

- ◆ Increase accurate reporting on mental health issues and decrease incorrect, stereotypical information.
- ◆ Help journalists produce high-quality work that reflects an understanding of mental health issues through exposure to well-established resources in the field.
- ◆ Develop a cadre of better-informed print and broadcast journalists who can report more accurate information...and influence their peers to do the same.



Programmatic Structural Components



- ◆ Stipend/Financial Resources (\$10,000)
- ◆ Fellows remain in their place of employment
- ◆ Two required visits to The Carter Center
- ◆ Interaction with Advisory Board/mentor
- ◆ Access to The Carter Center's network of contacts and resources



Program Statistics



- ◆ 7th class of Fellows; 48 total
- ◆ Completed projects included all forms of media
- ◆ 2002-2003: produced over 42 media pieces
- ◆ 2003-2004: Over 100 applicants, including 2 Pulitzer Prize winners



Recognition from Journalism and Mental Health Communities



- ◆ Two Pulitzer Prize nominations
- ◆ Multiple Emmy Award nominations
- ◆ New Zealand Magazine Publisher of the Year Award
- ◆ Multiple National Mental Health Association Media Awards
- ◆ Recognition from the Academy of Arts and Sciences Documentary Screening Committee
- ◆ Broadcast of two documentaries nationwide on PBS

Goal: Target Stigma and Discrimination through Fellowships

- ◆ **The Human Face of Mental Illnesses** - Portrayal of personal stories
- ◆ **Public Policy** - Reporting for System Change
- ◆ **Multi-Cultural Issues** - Mental Illnesses within Cultural Context
- ◆ **Headline News** - Incorporating mental health side into larger stories
- ◆ **Exploration** - Science of mental health and related research

The Washington Post July 18, 2003, Pg. A01

Variation in One Gene Linked to Depression; Contrast Emerges in Response to Stress

By Shankar Vedantam

People with a genetic vulnerability to stress are more than twice as likely to develop depression after a traumatic event, such as divorce, as those with a version of the same gene that appears to confer protection, scientists have found.

Weather
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High 85, Low 75
Saturday: Partly sunny
High 85, Low 75
Details, Page B6
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The Washington Post

FRIDAY, JULY 18, 2003

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Foes Halt Vote on School Vouchers

Democrats Reject
Senate's D.C. Bill

By STEPHEN S. HAY
Washington Post Staff Writer

Some Democrats blocked a school voucher plan for the District yesterday, posing the first serious test in Congress to President Bush's national education initiative and keeping its future in doubt.

The chairman of the Senate Appropriations Committee postponed for at least a week the vote on the city's \$5.6 billion budget after Democrats, bolstered by the defection of Sen. Arlen Specter (R-Pa.), threatened to strip a school choice program from the bill. The measure would divide \$40 million among D.C. public schools, public charter schools and a new private school tuition voucher program offering up to \$7,500 per student for about 2,000 children.

Major Anthony A. Williams (D), who endorsed a voucher plan on condition that it include money for public schools and charter schools, was traveling yesterday. His chief of staff, Kevin J. Robinson, said he expected the measure to pass. "We don't know there are some Democrats for whom this is a serious issue, rather it's a political issue," Robinson said.

Sen. L. Lautenberg (D-La.), ranking minority member of the Appropriations subcommittee, said he would not vote for the bill. "I don't want to hold the city of Washington hostage," he said. The Senate floor until the vote is resolved.

See VOUCHERS, A6, Col. 1

Variation in One Gene Linked to Depression

Contrast Emerges in
Response to Stress

By SHANKAR VEDANTAM
Washington Post Staff Writer

People with a genetic vulnerability to stress are more than twice as likely to develop depression after a traumatic event, such as divorce, as those with a version of the same gene that appears to confer protection, scientists have found.

Leaders in the field said the work marks the first time that scientists have traced the roots of a complex mental disorder to a specific interaction of genes and the environment. In effect, they said, traumatic experiences are the trigger of a gene, but genes determine whether the person is resilient or vulnerable.

"What they have done is going to change the paradigm for how we think about genes and psychiatric disorders," said Thomas R. Insel, the federal government's top researcher of mental illness and director of the National Institute of Mental Health (NIMH).

Many previous attempts to pin down genes that cause depression and other mental illnesses have proven fruitless, said the researchers who did the new study, because they were based on the wrong assumption that there were "direct paths" from genes to mental illness.

The new work points to an entirely different mechanism, at least in the case of depression. Genetic susceptibility affects how people respond to stress—making some vulnerable and others resilient.

See DEPRESSION, A5, Col. 1

The Post on the Internet:
washingtonpost.com



Bush, Blair Defend Motives Behind War



British Prime Minister Tony Blair greets lawmakers after he presented the 'al Qaeda' case for the invasion of Iraq to a joint meeting of Congress.

U.S. Had Uranium Papers Earlier

Officials Say Forgeries on Iraqi Efforts Reached State Dept. Before Speech

By WALTER PINCUS and DAVID PEREY
Washington Post Staff Writers

The State Department received copies of what would turn out to be forged documents suggesting that Iraq tried to purchase uranium oxide from Niger three months before the president's State of the Union address, administration officials said.

The documents, which officials said appeared to be "dubious authenticity," were distributed to the CIA and other agencies within days. But the U.S. government waited four months to turn them over to United Nations weapons inspectors who had been demanding to see evidence of U.S. and British claims that Iraq attempted to purchase of uranium oxide, violated U.N. resolutions and was among the reasons to go to war. State Department officials could not say yesterday why they did not turn over the documents when the inspectors asked for them in December.

The administration, facing increased criticism over the claims it made until now that it did not have the documents before the State of the Union speech.

Even before these documents arrived, Iraqis could not be reached yesterday, and relations in the area would not comment, said one woman who would not identify herself as a family home in Silver Spring.

Neighbors and friends said there had been signs that Vazirani was distraught. The day before the bodies were found, according to sources familiar with the investigation.

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Leaders Insist Evidence Justifies March Invasion

By JOE VANDERHEI and MARK ALLEN
Washington Post Staff Writers

President Bush and British Prime Minister Tony Blair, who jointly defied international opposition to oust Saddam Hussein, yesterday stood side by side and vigorously defended their military campaign in Iraq and the intelligence they presented to justify it.

With both leaders facing sharp criticism for presenting evidence in Iraq, the failure to find weapons of mass destruction and their reliance on disputed intelligence, Bush and Blair said history will show they were right in deposing Hussein and containing global terrorism.

"As long as I hold this office I will never risk the lives of American citizens by assuming the goodwill of dangerous enemies," Bush said at a 20-minute White House news conference with Blair.

"Our people are going to find out the truth. And the truth will say that this intelligence was good intelligence," Bush said. "There's no doubt in my mind."

Bush said he and Blair based their decision on "good, sound intelligence." Asked about the possibility that he would be proved wrong about the threat of Iraq's weapons of mass destruction, Bush said, "I don't know."

In a speech to Congress an hour earlier, however, Blair said, "History will forgive" the two leaders if links between terrorism and weapons of mass destruction never materialize. "If we are wrong, we will have destroyed a threat that, at its base, is responsible for barbaric carnage and suffering," he said.

The comment echoed Bush's recent claims that evidence of Hussein's cruelty justified the war, even if his administration had proved a different justification—Hussein's alleged attempt to gain biological or chemical weapons—before the allied invasion in March. But while Blair expressed a hint of skepticism about those weapons yesterday, Bush did not.

See BLAIR, A10, Col. 1

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Target: Create Cadre of Better-Informed Journalists



- ◆ Commitment to mental health issues and reporting
- ◆ Fellows become “mental health point person” in their media outlet
- ◆ Fellows train and educate current/future journalists (e.g., academic positions)
- ◆ Community education (e.g., workshops)

IMAGINING ROBERT:
A film and dialogue series

A One-hour film by
Larry Hott & Diane Garey

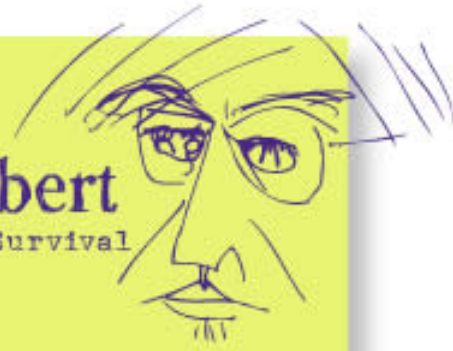
Based on the book
by Jay Neugeboren



Photo Gallery

Imagining Robert

My Brother, Madness and Survival



Imagining Robert is available
to Public Television Stations
through the
APT broadcast system

If you want
your public TV
station to show
"Imagining
Robert"

Broadcast
Schedule

Study Guide

FLORENTINE FILMS
HOTT PRODUCTIONS, INC.



THE
CARTER CENTER
The Rosalynn Carter
Fellowship for
Mental Health Journalism

Introduction

The Film

The Book

Press & Links

Feedback

MASSACHUSETTS
FOUNDATION FOR THE
Humanities
Bringing Ideas to Life



AMERICANS
for the ARTS

<http://www.imaginingrobert.org>



NMHA Media Awards



- Established early 1990s
- Goal is to recognize and educate the media, as well as to encourage accurate and appropriate coverage of mental health issues and the impact of mental health on the lives of individuals and families
- 100+ entries each year

NMHA Media Awards

Past Winners

- NBC Dateline
- 20/20
- PrimeTime Live
- NPR
- Associated Press
- Self Magazine
- Glamour Magazine
- New York Times
- Washington Post
- Pittsburgh Post-Gazette
- Arizona Family Magazine



NMHA Media Awards



Logistics

- Recognize and honor media representing national, regional, state and local beats
- Peer evaluated
- Cost: \$50 per entry
- Judged based on news, education and/or public service value



NMHA Media Awards



Categories

- Radio
- Television
- Newspapers
 - Based on circulation
- Magazines
 - National
 - Regional
- Electronic
- Photojournalism
- Entertainment
- First Person Account

NMHA Media Awards

Lessons Learned

- Don't always judge solely on our standards
- Disqualify entries that don't reflect values
- Understand how the story gets told -- and how the writer/reporter gets edited
- Don't judge a story by its headline or promotion
- Awards promotion can be a form of education
- Even enlightened reporters can make mistakes
- Media peers make the best role models



NMHA Media Awards



The Overall Effort

- Campaign for America's Mental Health
- StigmaWatch
- Media Outreach
 - Media Guide
 - Media Kits
 - Web Resources
- Mental Health Month
- Advocacy & Public Policy
- Programs & Events



NMHA Media Awards



General Tips for Dealing with Stigma

- Educate, Educate, Educate!
- Praise when worthy
- Correct when necessary
- Challenge when required



NAMI: The Nation's Voice on Mental Illness



StigmaBusters Program Established 1997

- Praise = Reinforce
- Protest = Education
- Partner = Transform



Stella March in Los Angeles National Coordinator



- Receives, screens, prioritizes complaints
- Initial contact with source – dialogue and education

If no response or result, consults with NAMI
Communications Director and Office of Consumer
Affairs

- Email alerts
- News releases – most dramatic cases



Results May Vary

- Ignore
- Disagree
- Dialogue and negotiation
- Apology
- Correction
- Discontinuation
- Make amends
- Transform into partnership



Battlefronts

Popular culture:

- News media
- Advertising
- Commercial products
- Entertainment industry (TV, movies, games)



Structural barriers



- Unfair discrimination in insurance, employment, housing, voting
- Lack of public investment, access to treatment



News Media

- Headlines
- Inaccuracy
- Metaphors
- Person First Language
- Elements included in a story

Popular Culture Examples

- Nestle's Tasty Tangy Taffy Bars:
Psycho Sam, Loony Jerry, Weird Wally
- *Me, Myself & Irene*
- Smith & Wollensky Restaurants
NY Times advertisement: Fine line between
“genius and madness,” with chef in a
straitjacket

Set Priorities: Pick Targets Carefully

- High public profile = teaching opportunity
- Most outrageous cases
- Best opportunities for leverage: commercial sponsors or point of sale
- Best chances for results: don't make things worse by publicizing something that otherwise will be ignored
- Context
- Where does humor stop and stigma begin?

2004 CHICAGO CUBS STRAITJACKET DAY!

**GIVEN TO THE FIRST 10 ROWS
THROUGHOUT WRIGLEY FIELD**



"KEEP YER HANDS IN DA STANDS!"

©"BORIS" 2003



Tools and tactics



- Personal letter, fax or email
- Telephone conversation or message
- Letters to the editor
- Submit an op-ed article, even movie reviews
- Face-to-face meetings with editors, reporters, managers
- Leafleting or picketing

Tools and tactics (cont.)

- Be polite. Don't assume bad intentions
- Do your homework: point to specific examples and patterns over time
- Cite report of President's New Freedom Commission on Mental Health – U.S. Surgeon General – public health crisis – need to eliminate stigma
- Refer to professional standards and conduct guidelines
- Complaints can establish a record, may help support innovative strategies, potential legal liability (e.g., evidence of hostile workplace environment).



Question and Answer Segment



The following speakers can be contacted directly for more information:

Dr. Thomas Bornemann, tbornem@emory.edu

Lea Ann Browning–McNee, lbmcnee@nmha.org

Bob Carolla, bobc@nami.org

www.adscenter.org